

# Data Analytics Case Study

## Business Context

E & V aims to help you turn your real estate dreams into a reality. We know that property dealings are far more than mere business transactions. After all, our homes are where we choose to live and where precious memories are made for a lifetime.

For over 40 years now, we are specialized in the brokerage of premium residential property, commercial real estate, yachts and aircraft. As a global service company, we operate in over 900 locations, more than 30 countries, spanning five continents.

Since the introduction of our shop system in 1998, we are a renowned international licensor of residential property and commercial real estate, thereby providing invaluable business opportunities to investors, strong leaders and passionate entrepreneurs around the globe. Our franchise partners own their real estate shops themselves and will benefit from the security offered by our internationally proven franchise business model, our pioneering system platform – and unlimited sales opportunities.

## Situation Context

Imagine you are a Data Analyst at E & V Tech. Your primary goal is to enable our stakeholders globally to access highly curated datasets via Tableau.

As the responsible Data Analyst you have been tasked to help with the data of the market center in Madrid, which you can find [here](#). It consists of listings from popular real estate portals of Madrid and represents the real estate market in Madrid.

## Tasks

- Build one or more Dashboards - with Tableau\* - highlighting the insights that can be found within the data
- Bring the data into the context of E&V business and make suggestions on how to (hypothetically) improve the business by the insights gained
- Which KPIs would you suggest for performance measurement of E&V operations and why?
  - How would those KPIs translate to the transactional Entity Relationship Model?
- Optional: Process the data additionally with a tool/skill of your choice (e.g. python pandas) and show the differences in both approaches used

\*Tableau (public) can be [downloaded for free, if needed](#).

## Expectations towards results / presentation - Guidelines

- Prepare your solution with Tableau. Make sure the team - your audience - can follow your thoughts and can understand your derivation
- **Duration:** 20-30 minutes, afterwards **Q&A** 30 minutes
- If you have clarifying questions, feel free to reach out to us any time :-)